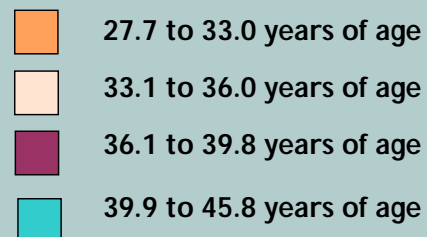
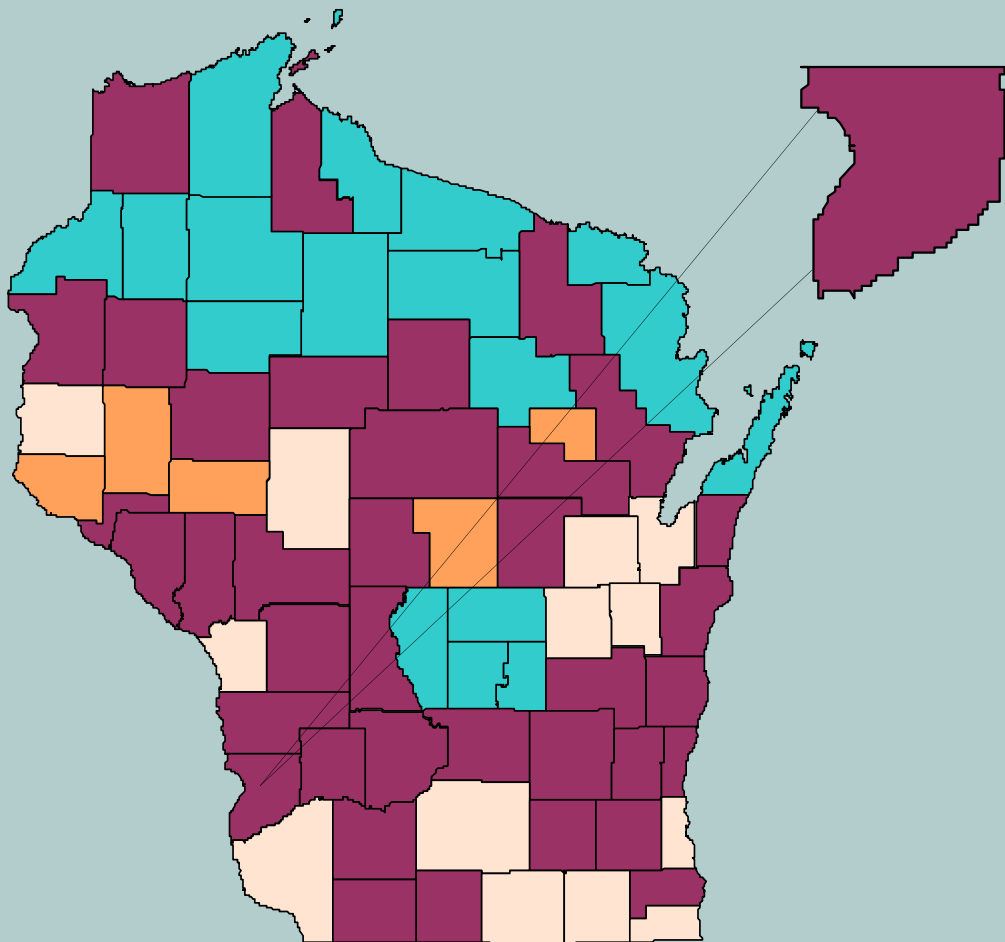


# Crawford County Workforce Profile

Median Age by County, 2000



Source: Census 2000 of the United States

Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.





## County Population

During the first year of the new millennium, Crawford County's population increased 0.4 percent, half the rate of growth reported at the state and national level. The fastest growing municipality in Crawford County was Seneca, experiencing an 1.6 percent increase in population over the year.

Increases in Crawford County's population between the 1990 and 2000 Censuses were slow, at best. The 1990 Census reported Crawford County's total population at 15,940. The population total reported for Crawford County from Census 2000 was 17,243, an increase of 1,303 and a 8.1 percent growth rate. During the 90s decade the national population grew by 13.1 percent and the state population grew by 9.6 percent.

Some of the fastest growing Crawford County municipalities during the 90s decade include; Bridgeport - grew 25.6 percent, Wauzeka - grew by 29 percent, and the Town of Prairie du Chien - where population grew by a 15.8 percent rate. Population growth Crawford County occurred primarily along the county's western and southeastern borders. State highways 35 and 60 are major traffic arteries in Crawford County, and one notices that much of the

population growth during the 90s decade occurred near these highways. State highway 35 runs along the Mississippi River, outlining Crawford's Western border. State highway 60 runs along Crawford's shared border with Grant County to the southeast. Population increases in central Crawford County were very modest when compared to population growth along the county's western and southeastern borders.

When looking at population changes at the county level, there are a number of factors that contribute to growth or decline in the county's population. By examining the components of change in the county's population, which include births, deaths, and migration, we see that Crawford County is heavily dependent on migration of residents into the county to increase the county's population. About 70 percent of the population increase recorded in Crawford County in the 90s decade was due to persons moving into the county and of the 67 new residents in the county in 2001, 6 were residents that moved into the county, while only 3 new residents were added as a result of the county's birth rate exceeding its death rate.

(Continued on page 2)

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Crawford County	17,243	17,310	0.4%

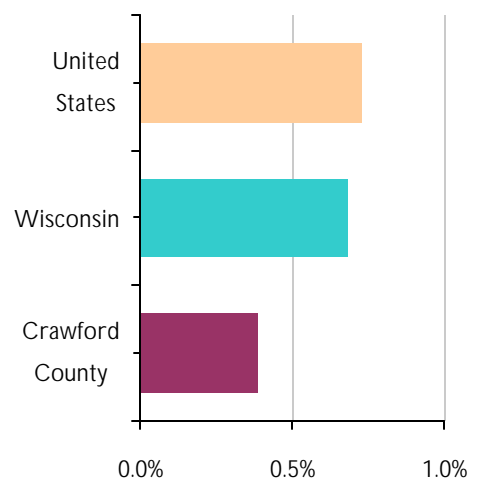
### Ten Largest Municipalities

Prairie Du Chien, City	6,018	6,021	0.0%
Prairie Du Chien, Town	1,076	1,083	0.7%
Clayton, Town	956	955	-0.1%
Bridgeport, Town	946	952	0.6%
Seneca, Town	893	907	1.6%
Eastman, Town	790	794	0.5%
Wauzeka, Village	768	772	0.5%
Freeman, Town	719	720	0.1%
Utica, Town	674	677	0.4%
Soldiers Grove, Village	653	649	-0.6%

\* Crawford portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001





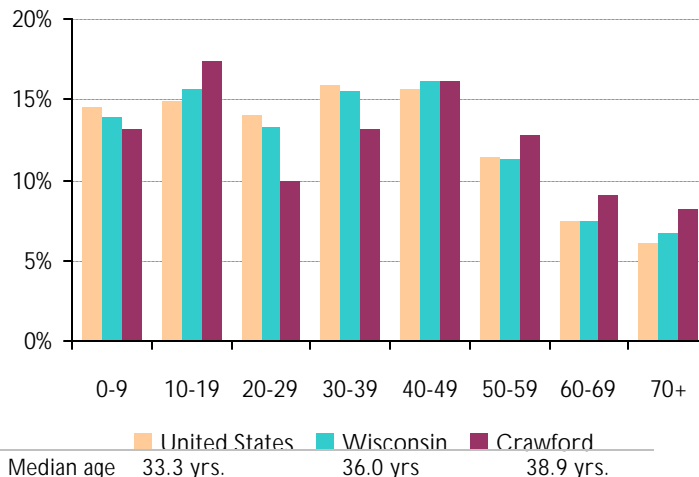
## State of Wisconsin - Crawford County

Crawford County, as many Wisconsin Counties, is experiencing an aging resident population. Crawford County's average age has been on the rise for several decades now. In 1980, the average age of a Crawford County resident was 30.8, in 1990 it was 34.9, and by the year 2000 the average age of a Crawford County resident had climbed to 38.9 years old.

When examining the age cohort charts on the right, one notices that the percentage of the Crawford County resident population in the 0-9, 20-29, and 30-39 year old age cohorts make up a substantially smaller part of Crawford County's population than those same cohorts do on a state or national level. It would appear that a large percentage of the population in the 10-19 year old age cohort migrates out of the county once their high school education is complete.

The percentage of the Crawford County resident population in the 50-59, 60-69, and 70+ year old age cohorts make up a substantially larger part of Crawford County's population than those same cohorts do on a state or national level. These cohorts will continue to gain population share in Crawford

2000 Age Group Comparison



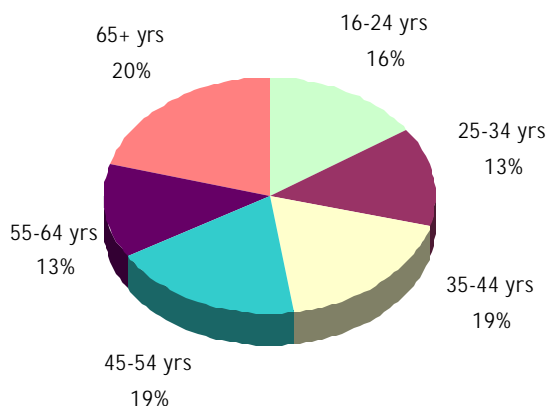
Source: US Department of Commerce, Census Bureau, *Census 2000*

County in the future. The demographic shift away from a youthful population toward an older population will present future challenges for Crawford County employers.

Employers in Crawford County that count on workers aged 16-29 are finding it increasingly difficult to find and retain workers. They are turning to other age cohorts and different recruitment methods in order to help fill their needs.

## County Civilian Labor Force

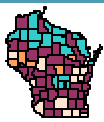
Crawford County Labor Force Age Groups



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

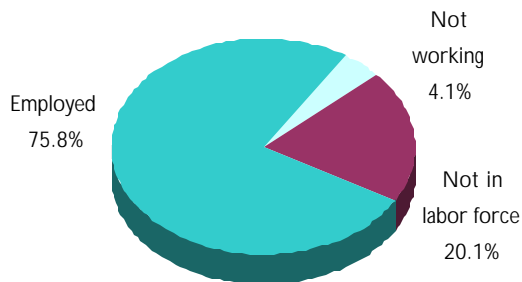
The labor force is the sum of employed and unemployed persons who are 16 years old and older. Readers should keep in mind that people who are "not working" includes people who are "unemployed" and people who are "not in the labor force". "Unemployed" does not include all people who are "not working", some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are: retirees, fulltime students choosing not to work, persons with too many employment barriers to enter the work force, persons that have become discouraged and stopped looking for work, or other people who choose not to work or look for work. Persons in a prison, mental institution, or nursing home are not counted as mem-

(Continued on page 3)



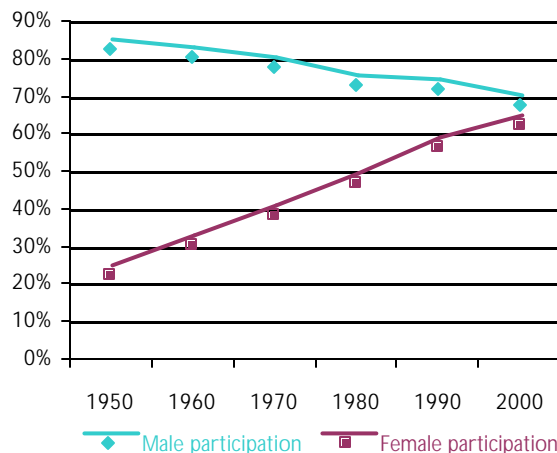
## State of Wisconsin - Crawford County

### 2001 Labor Force Participation



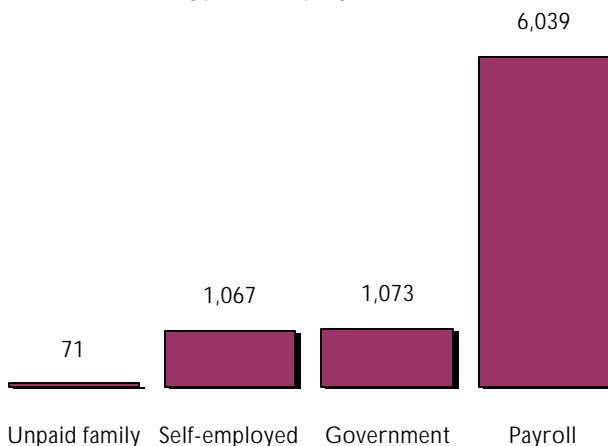
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

bers of the labor force, nor are they counted as unemployed. The pie chart displayed on the left provides estimates of employed, unemployed and those "not in the labor force" as a percentage of the civilian non-institutional population. The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area. The number one reason for the dramatic shift in the rate during the last several decades has been caused by the increasing number of females entering the workforce.

In 2001, the participation rate in Crawford County was 79.9 percent, a number that increased in Crawford County throughout the past decade. Crawford County has a substantially higher participation rate than does the nation (67.2) or the State of Wisconsin (73.5). Crawford County had the tenth highest participation rate out of Wisconsin's 72 counties in 2001.

Another interesting trend that can be analyzed as a result of data released as part of the 2000 census is the changing role of men and women in the workforce. Using data from 1950 to 2000, we see that, over the past fifty years that participation by gender in the county's labor force has followed two divergent trends. Between 1950 and 1980, the male labor force participation rate declined in the county, but has remained relatively stable at 70 percent for the past twenty years. In stark contrast, the county's female labor force participation rate has risen significantly over the course of the past half-century from around twenty five percent in 1950 to just over sixty percent in 2000. While much has been written about the socioeconomic factors that have led to an increasing number of women in the workforce, the growth that has occurred over the past twenty years has been driven by a pair of demographic and economic factors. First, the female percentage of the population has increased significantly, both nationally and statewide. Therefore, increased participation is a function, in part of an increase in available female workers. Second, and perhaps, most importantly, the economy of Crawford County has continued a pattern of transition from manufacturing and other "hard industries" to a

(Continued on page 4)

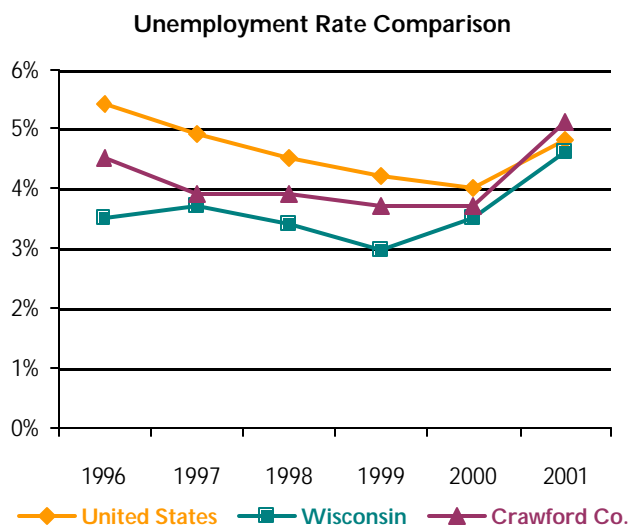


## State of Wisconsin - Crawford County

service-oriented economy, as indicated by the growth of employment in retail trade and service industries, for example. As the economy has shifted away from a focus in traditional industries and occupations, which are commonly male-dominated, an increasing number of opportunities in fields such as health care and education services have been created, thus further spurring growth in female labor force participation.

Crawford County workers are mobile. But they are 'going it alone' more than ever before. In the 1990 Census, 63 percent of workers drove alone and 13 percent carpoolled. According to Census 2000, 73 percent of Crawford County residents drive to work alone and 11 percent carpool.

The time it takes Crawford County residents to get to work is increasing. In 1990, the average Crawford County worker took 16.6 minutes to get to work, in the year 2000 that jumped to an average commute in minutes of 21.8 minutes. Increased employment growth in Crawford County, coupled with population growth along the western and southeast borders of the county led to Crawford

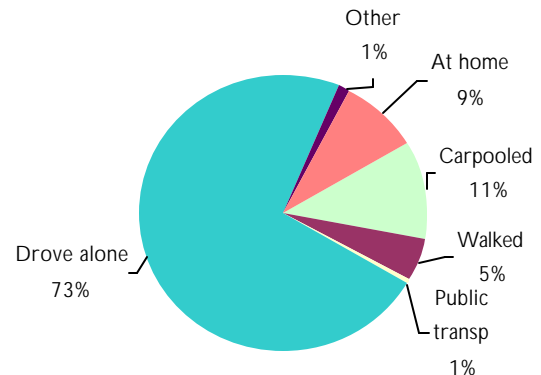


### Crawford County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	9,400	9,700	10,300	9,800	10,000	10,300
Employed	9,000	9,300	9,900	9,400	9,700	9,800
Unemployed	430	380	400	360	370	530
Unemployment Rate	4.5%	3.9%	3.9%	3.7%	3.7%	5.1%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

County residents driving farther and longer to work.

One of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to other counties for work and how many workers are staying within their county of residence for work. Destination county commuting data from Census 2000 has not been released yet. Census 2000 data released as of this writing does indicate that 73 percent of Crawford County residents work within Crawford County. About 21 percent of Crawford County residents work in another Wisconsin county and six percent of Crawford County residents work in a state other than Wisconsin.

Shifting briefly from our discussion of the employed labor force to a discussion of the unemployed labor force, the chart at the left illustrates the shifts in unemployment over the past five years nationally, statewide, and within Crawford County. As is apparent, the county's annual unemployment rate has followed a pattern similar to the nation. Crawford County's unemployment rate has been lower than the national rate in four out of the last five years.



## County Industry Employment

### Nonfarm Wage and Salary Employment

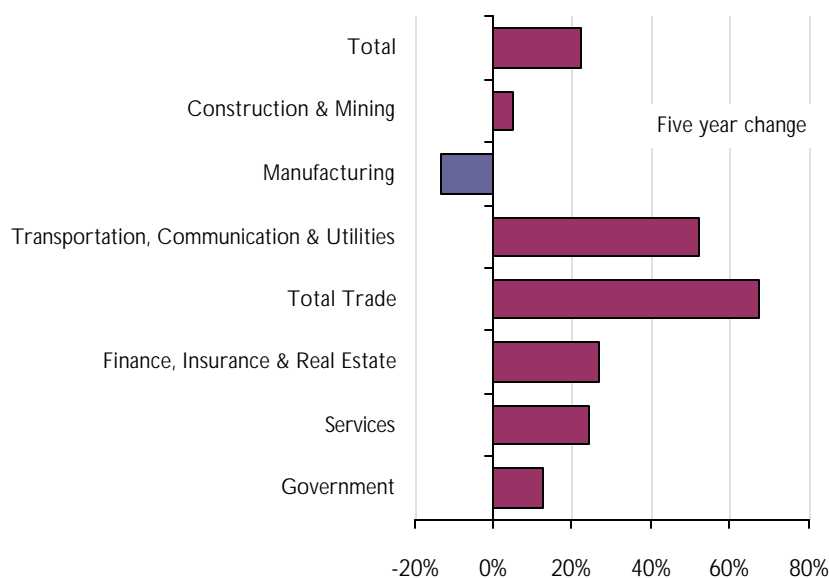
	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	6,536	6,936	7,640	7,692	7,925	8,006	1.0%	22.5%
<b>Goods Producing</b>	2,168	2,275	2,412	2,399	2,204	1,911	-13.3%	-11.9%
Construction & Mining	160	178	177	198	198	168	-14.8%	5.1%
Manufacturing	2,008	2,097	2,235	2,201	2,006	1,742	-13.2%	-13.2%
Durable	1,933	2,015	2,043	1,800	1,614	1,346	-16.6%	-30.4%
Nondurable	75	82	192	401	392	396	0.9%	430.6%
<b>Service Producing</b>	4,368	4,661	5,228	5,292	5,721	6,095	6.5%	39.5%
Transportation, Communications & Utilities	111	102	87	125	149	169	13.4%	52.4%
Total Trade	1,701	1,825	2,118	2,126	2,446	2,849	16.5%	67.5%
Wholesale	185	197	194	184	179	187	4.1%	1.1%
Retail	1,516	1,628	1,925	1,943	2,267	2,663	17.5%	75.6%
Finance, Insurance, and Real Estate	165	164	166	176	198	210	6.0%	27.1%
Services & Misc.	1,479	1,610	1,771	1,763	1,818	1,838	1.1%	24.3%
Total Government	912	960	1,087	1,101	1,111	1,029	-7.4%	12.8%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data, as opposed to the civilian labor force

data which appears at the bottom of page two - which is based on residence. Better than one in four Crawford County residents commute outside of the county of residence to their jobs; this is a significant reason why the number of residents living in Green that are employed was 1,800 larger than the number of jobs located within the county in 2001.

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Crawford received about 43 million dollars in tourism expenditures in 2001, or \$2,495 per county resident, compared to the statewide average of \$2106 per resident. Crawford County's location along the Mississippi River provides nature lovers an opportunity to view expansive vistas and observe a thriving eagle population. In addition to the natural beauty of the Mississippi, the advent of riverboat gambling in Iowa has made Crawford County an intermediary stop for gamblers. Tourist dollars spent most directly affect employment levels in the retail trade and service industry. The Wisconsin Department of Tourism estimated that in 2001, tourism dollars spent in Crawford County added 1,653 jobs to total employment in the county.



## State of Wisconsin - Crawford County

### Top 10 Private Employers

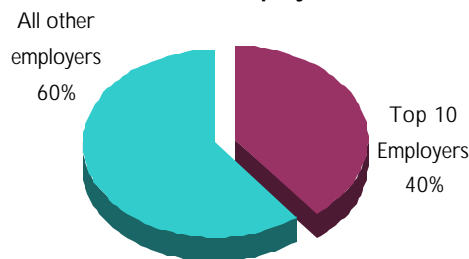
Company	Product or Service	Size
Cabela's Wholesale Inc	Catalog and Mail Order	1000+
3 M Co	Abrasive Products	500-999
Miniature Precision Components	Plastic Parts	250-499
Design Homes	Prefabricated Homes	250-499
Prairie Du Chien Memorial Hospital	Health Care Provider	250-499
Wal-Mart	General Merchandise Retail	100-249
Prairie Industries	Business Services	100-249
Clinicare	Personal Care Provider	100-249
Cabela's Retail Inc	Sporting Goods Retail	100-249
Dick's Super Market	Grocery Store	100-249

### Top 10 Industry Groups

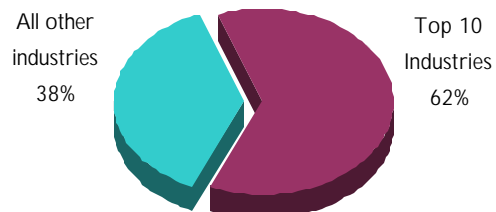
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Miscellaneous Retail	16	1,163	418	1,068
Stone, Clay, and Glass Products	*	*	*	*
Health Services	23	557	-25	94
Eating and Drinking Places	33	523	-35	45
Educational Services	5	520	-7	-10
Social Services	12	446	-10	58
Lumber and Wood Products	6	441	-86	19
Rubber and Misc. Plastics Products	*	*	*	*
Justice, Public Order, and Safety	5	233	27	*
General Merchandise Stores	*	*	*	*

\*data suppressed to maintain confidentiality

### Top 10 Employers' Share of Nonfarm Employment



### Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There were a total of 471 employers in Crawford County in the first quarter of 2002. The top ten private sector employers employ 40 percent of all workers working in Crawford County. Three of the ten largest private employers are in the manufacturing industry and likewise, three of the ten largest industries are in manufacturing.

has dramatically increased its presence and importance in Crawford County. The effect of tourist dollars spent on retail trade and the recent addition of a catalog mail-order house on the north side of the City of Prairie du Chien have fueled strong increases in retail trade employment in Crawford County.

Over the course of the last few years, retail trade

(Continued on page 7)





## State of Wisconsin - Crawford County

Turning now to a discussion of the impact of the county's industry composition on wages paid in the county, we see that Crawford County lags behind the state in its wage levels. In 2001, the average wage paid to employees in Crawford County was \$21,750 which is 29.7 percent below the state average.

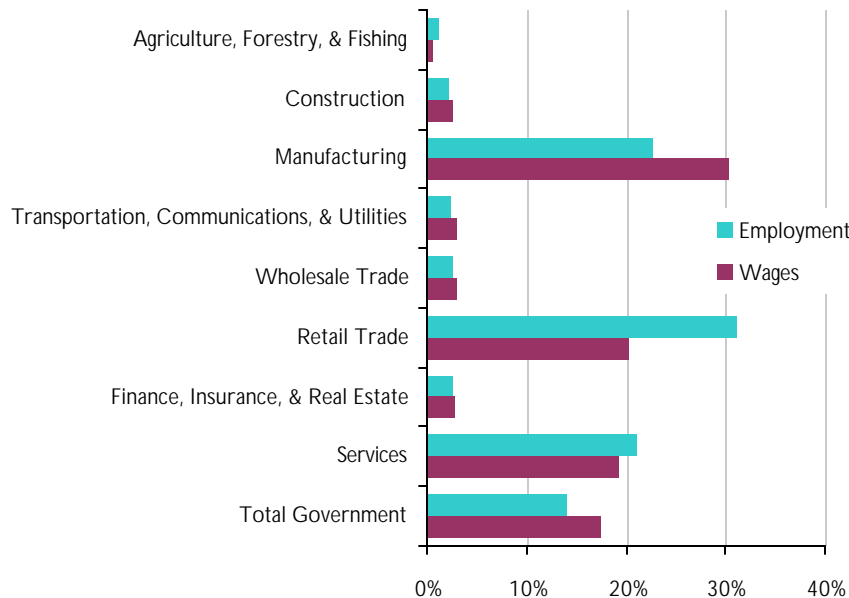
Except for the small commercial agriculture industry present in Crawford County, the greatest differential in average wages between Crawford County

and statewide levels occurs within the finance, insurance, and real estate industry (FIRE), where workers earn about 57 percent of the statewide average. Typically, major FIRE operations center around metropolitan areas, of which, Crawford County has none. In addition, most of the major FIRE operations in Wisconsin take place in the eastern or south central parts of the state.

As in many smaller non-metropolitan counties, wages in the construction industry in Crawford

County lag below the statewide average. Often this indicates lower levels of unionization in the construction industry in smaller counties, as compared to Wisconsin Metropolitan Areas. Retail trade employment represents 31 percent of employment, yet only 20 percent of the wages paid in Crawford County. The wages in the retail industry represent a significantly smaller proportion of total wages than employment, because the industry employs a large number of entry-level workers. However, at 97 percent, pay in Crawford's retail trade industry is closer to the statewide average than in any other industry in Crawford. This is the result of the dominant role that both tourism and large mail-order retail establishments command in the wages equation.

**Employment & Wage Distribution by Industry Division**



**Annual Average Wage By Industry Division**

	Crawford Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 21,750	\$ 30,922	70.3%	-1.0%	10.6%
Agriculture, Forestry, & Fishing	\$ 12,765	\$ 22,565	56.6%	-7.8%	-22.1%
Construction	\$ 24,845	\$ 39,011	63.7%	2.7%	25.1%
Manufacturing	\$ 29,144	\$ 39,739	73.3%	0.6%	11.3%
Transportation, Communications, & Utilities	\$ 27,876	\$ 36,639	76.1%	9.7%	19.2%
Wholesale Trade	\$ 26,079	\$ 40,521	64.4%	-13.5%	18.4%
Retail Trade	\$ 14,253	\$ 14,596	97.7%	-0.4%	30.1%
Finance, Insurance, & Real estate	\$ 23,365	\$ 40,933	57.1%	1.6%	13.7%
Services	\$ 19,936	\$ 28,775	69.3%	2.4%	13.2%
Total Government	\$ 27,128	\$ 33,785	80.3%	2.0%	24.2%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



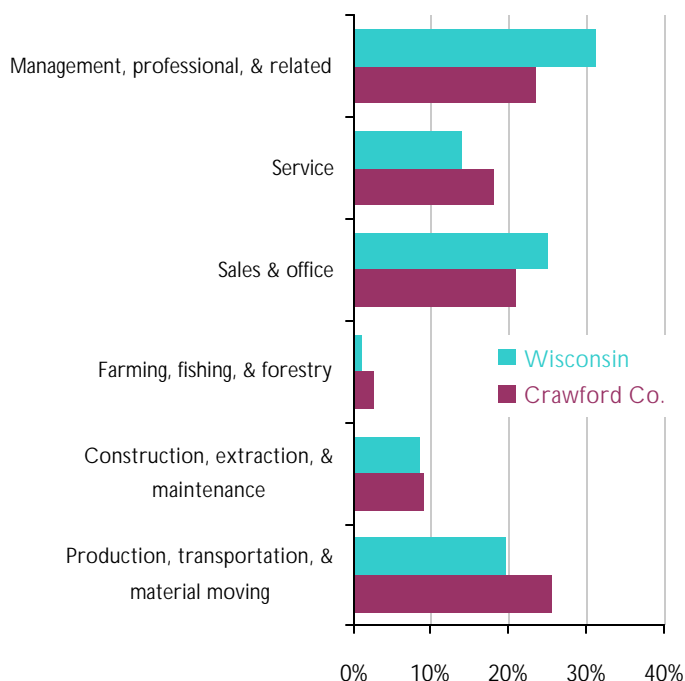


## Occupation and Education Characteristics of County Population

Among the number of other characteristics of the Crawford County workforce that warrant discussion, two bear a significant impact on the county's economy. Both the distribution of occupational groups in the workforce and the educational attainment of the population restate the traditional focus of the county's industries and economy.

The occupational distribution of the county's working population, as detailed in Census 2000 shows a number of interesting trends. First, as compared to the state, as a whole, Crawford County has a higher percentage of workers engaged in production, transportation, and material moving occupations. This group, which represents a quarter of the working population reflects the significant importance of manufacturing industries in the county. Additionally, a greater percentage of workers are employed in service positions, as well as in farming, fishing, and forestry in Crawford County than in the rest of the state. Conversely, a lesser percentage of workers are engaged in management, professional, sales, and office occupations in the county than in the state. The growth in service sector industries is reflected in the relatively high percentage of workers in service occupations, whose representation in the county exceeds the state percentage. It is important to note at this point that these occupations cannot be correlated with specific industries.

Employment by Occupation Group: 2000

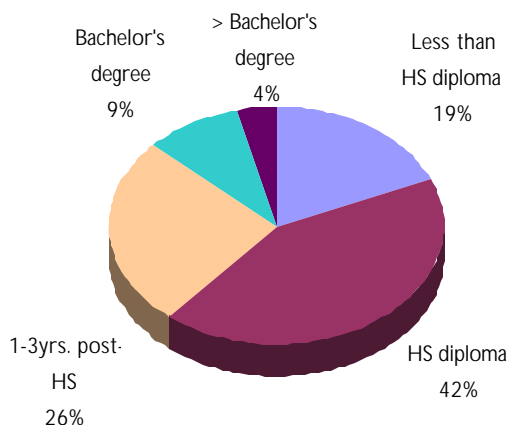


US Department of Commerce, Census 2000

Therefore, any conclusions drawn with respect to industry growth are difficult to make and inexact.

The educational attainment of the Crawford County population aged 25 and older is represented in the distribution to the left. The first immediate conclusion to be drawn from this distribution is the high percentage of the population that lists the earning of a high school diploma as their highest level of education. This high percentage is common in areas with a strong concentration in manufacturing. Additionally, the significant percentage of the population who had completed between one and three years of education following high school, in contrast to those who have earned at least a bachelor's degree, is also typical of an economy with a traditional focus. It should be noted that the presence of the high number of individuals completing some postsecondary education can be attributed, in part, to the strong technical college system in the state.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



## County Income Information

A final critical indicator of the health of the Crawford County economy is the income level, or level of economic wealth present in the county. This can be measured through a variety of means. The most popular means is through the calculation of the median household income.

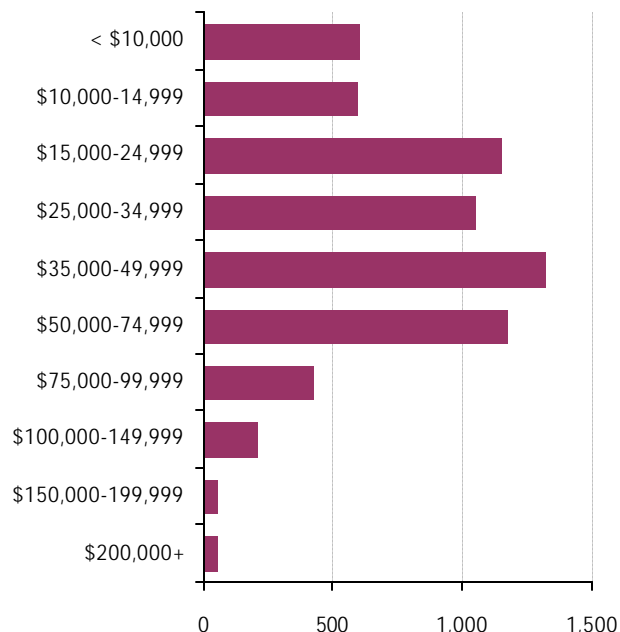
In 2000, the median household income of Crawford County, which reflects earnings in 1999 was \$34,135. This is significantly lower than the state median level of \$43,791. An analysis of the distribution of income in the county, as illustrated in the chart to the right shows some trends that cause some concern. Of particular interest is the relatively low households with incomes above \$100,000. Conversely, the number of households with incomes less than \$25,000 is quite high. In counties with a high median household income, this distribution is reversed.

Another way to consider the income level present in Crawford County is to look at the number of individuals living in poverty in the county. In 1999, 7.2 percent of all families, 10.2 percent of individuals, and 24.3 percent of single mother families lived in poverty. All of these percentages are significantly higher than the state average.

A final measure of income commonly used is per capita personal income, which accounts for sources

### Households by Income Range

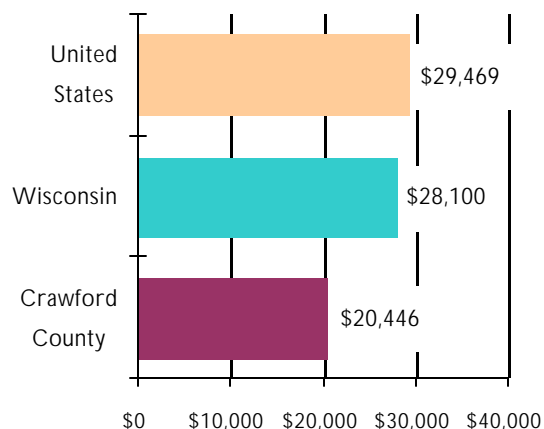
Median household income in Crawford Co. \$34,135



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

of income other than wages. In 2000, the PCPI of Crawford County was \$20,446, which is significantly lower than either the state or national level.

### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

### Components of Total Personal Income: 2000

